ABSTRACT OF THE DISCLOSURE

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A method for retaining a treatment chemical in a subterranean formation
containing hydrocarbons is disclosed. The method includes first preparing ar
emulsion. The emulsion contains an oil continuous phase and first and
second aqueous phases. The first aqueous phase includes a treatment
chemical, such as a scale inhibitor. The second aqueous phase comprises a
retention enhancing chemical which is to be reacted with the treatment
chemical in the subterranean formation. Preferably, the first and second
aqueous phases remain generally separately dispersed and stable within the
oil continuous phase prior to being introduced into the subterranean
formation. The emulsion is then placed down a well bore and into the
subterranean formation. The first and second aqueous phases then interact
with one another in the subterranean formation such that the treatment
chemical and the retention enhancing chemical react with one another
resulting in the treatment chemical being retained in the subterranean
formation at a greater efficiency than had the second aqueous phase,
including the retention enhancing chemical, not been used.